

Message Text

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ACTION EB-11

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UNCLAS ATHENS 3720

E.O. 11652: N/A

TAGS: BEXP, GR

SUBJECT: PROPOSED FY 1976 EVENT SCHEDULE FOR GREECE

REF: STATE A-4118

EMBASSY PLEASED WITH INTENSITY AND VARIETY OF PROMOTIONAL
EVENT SCHEDULE PROPOSED FOR GREECE IN FY 76. OVERALL OUTLINE
OF PROGRAM APPEARS QUITE SOUND. WE OFFER FOLLOWING COMMENTS FOR
YOUR CONSIDERATION:

(1) BUILDING AND CONSTRUCTION EQUIPMENT LISTED TWICE, UNDER
BOTH INDEX 75 AND TRADE MISSION. BY INCLUDING CATEGORY IN
INDEX, WE GET WIDEST REPRESENTATION OF US SUPPLIERS. COMBINING
THIS WITH PROGRAM OF CALLS FOR USDOC SPECIALIST (A LA HUNSBERGER
IN INDEX 73) WE SHOULD HIT PRINCIPAL POTENTIAL GREEK BUYERS. TRADE
MISSION ON PORT EQUIPMENT WOULD BECOME DUPLICATIVE IN THIS CATEGORY.

(2) TRADE MISSION ON PORT EQUIPMENT ALSO INCLUDES BUSINESS
EQUIPMENT, ALMOST SAME AS ONE OF THREE THEMES IN RECENT POSIDONIA
74 CATALOG EXHIBIT. OUR EXPERIENCE - ECHOED, WE BELIEVE, BY
SPECIALIST R. PATTERSON - SUGGESTS GREEK PORT AND SHIPPING
INDUSTRY NOT VERY INTERESTED IN THIS THEME FOR PRESENT.
WE BELIEVE MORE PRODUCTIVE ALTERNATIVE WOULD BE: (A) CHANGE
ORIENTATION OF TRADE MISSION TO REFLECT MORE SUPPORT OR
SUPPLY TO MERCHANT MARINE - SHIP REPAIR, ENGINEERING, ELECTRONICS,
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CHANDLERY, ETC. BUSINESS SYSTEMS COULD BE INCLUDED, BUT WITH

LESS PROMINENT ROLE; OR (B) DROP PORT TRADE MISSION AND PARTICIPATE IN "XENIA 75", AN INDEX-TYPE VERTICAL HOTEL AND RESTAURANT SHOW, IN NOVEMBER AT ZAPPEION. WE VISITED XENIA 73 AND WERE IMPRESSED WITH BUSINESSLIKE ATMOSPHERE AND FAVORABLE COMMENTS OF EXHIBITORS. ALSO, AS THIS PART OF YEAR RATHER STUFFED WITH EVENTS - TIF, SEPT; INDEX, OCT; XENIA OR MISSION, NOV. - STAFFING REQUIREMENTS FOR CATALOG SHOW ARE MORE ATTENUATED, LESS INTENSE IN IMMEDIATELY PRIOR PERIOD; WE CAN, HOWEVER, DO EITHER

(3) POSIDONIA 76 WILL BE HELD DURING FY 76. FINAL REPORT ON RECENT POSIDONIA 74 PARTICIPATION WILL RECOMMEND PARTICIPATION WITH EQUIPMENT SHOW. PARTICIPATION IS PRICE OF ADMISSION TO EQUIPPING GREEK MERCHANT FLEET.

(4) POLLUTION CONTROL SHOW. USDOC WILL REMEMBER FROM OUR LAST EXPERIENCE THERE IS MUCH INTEREST HERE AMONG POTENTIAL AGENTS AND CIVIC-MINDED GROUPS. UNTIL CONTROLLING LEGISLATION PASSED HOWEVER (AND NO INDICATION OF SUCH IN FORESEEABLE FUTURE) WE WOULD NOT EXPECT TO GAIN VERY MUCH MORE THAN WE GOT LAST TIME. USDOC MIGHT WISH TO CHANGE THIS TO TECHNICAL SEMINAR - OFFERING DIFFERENT MODE OF PRESENTATION THAN LAST TIME; PERHAPS MORE ATTRACTIVE IN VIEW OF LATENT NATURE OF LOCAL MARKET CONDITION, WHILE STILL KEEPING US TECHNOLOGICAL LEADERSHIP IN FOREFRONT

(5) INDUSTRIAL AND COMMERCIAL SECURITY SYSTEMS. GOOD. INCREASING AWARENESS AMONG LARGER FIRMS OF NEED.

(6) WE THINK IN-STORE PROMOTION GOOD TOO.
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